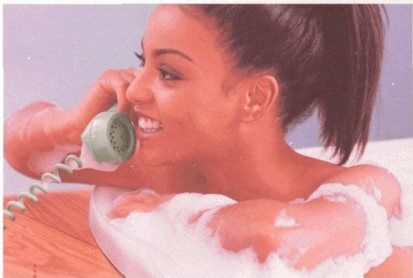


LEO BURNETT U.S.A.  
A DIVISION OF LEO BURNETT COMPANY, INC.

AD-100110-88Q "I'll Call You" PMSK 4C BLEED (10 1/2" x 13 1/2") halftone/True Colors Screen 100%



.....  
→ To us, "I'll call you," means tomorrow,  
not sometime before the next century.

VIRGINIA SLIMS  
It's a woman  
thing.



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8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.

J. Edling / M. Figheto / L. Rand / T. Ramsey / L. Rand / D. Walker

